



JOB DESCRIPTION

Job Title: Marketing Design Executive

Location: Head Office, Horwich, Bolton

Work Location: Office Based

Job Type: Full-time (Monday to Friday)

Reporting to: Marketing Manager

Liaison with: Various departments, members and suppliers

Experience: At least two year's design/marketing experience. A Design qualification; CIM, HND, Foundation Degree or Degree. Previous experience is essential.

Role Overview

We are looking for a talented, results-driven Marketing & Design Executive to join our internal marketing team and play their part in driving our business objectives with their expertise in marketing and flair for design.

You will use your expertise in creating visual content, editing and publishing across digital and ATL channels using a variety of techniques.

Competent in Adobe creative suite essential and experience in wholesale, retail or janitorial sector is desirable but not essential. Full training will be provided.

About you

The ideal candidate will have a creative flair and experience in producing on brand literature and design collateral. You will keep abreast of new developments in the industry be at the forefront of innovation and deliver best practice.

- Enthusiastic with a “can-do” attitude, not afraid to challenge.
- Strong organisational skills.
- Ability to time manage and be flexible.
- Strong attention to detail.
- Ability to work under pressure and to tight deadlines.
- Genuine interest in marketing with a desire to keep learning.

Key duties and responsibilities

- Work closely with the marketing team, providing support and general administration.
- Knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Competent in Microsoft packages (Excel, Word, PowerPoint).
- High attention to detail to ensure all literature and product livery is proofed and branded correctly.
- Compile information for promotional flyers and organise distribution.
- Work with PR team on editorials and blogs, working with designers for images.
- Creating content for designers on digital mailers and campaigns.
- Work with external providers with the creation of learning courses.
- Support with the creation of Product Usage Guides, Specification Sheets and Task Cards.
- Support the design and organisation of corporate events and exhibitions.
- Support catalogue procedures as directed by the Marketing Manager.
- Proof and support Marketing Manager and IT Manager with product livery implementation.
- Support the organisation of corporate exhibitions and conferences.

- To provide quality control and assurance on all aspects of content published (courseware, video, podcasts, surveys, newsletters, forums).
- Communicating with the Sales & Marketing Committee, Membership and Head Office team to develop and enhance Team approach methods.
- Ensuring that all aspects of Health and Safety procedures are adhered to within the office perimeters.
- Liaise with the in-house team and 3rd party suppliers in relation to branding, digital marketing, events, marketing materials, signage, print, PR and other activities.
- Track competitor activity by keeping abreast of market changes and the marketing mix used by competitors.
- Help manage marketing supplier relationships.
- Continually monitor advances and new ideas for marketing assets, campaigns etc and share findings with wider team, to ensure that we are always improving our marketing activities.
- Maintaining brand standards throughout the business.
- Support the Marketing Manager in day-to-day activities and reporting.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Competencies

- Excellent attention to detail.
- Excellent verbal and written communication skills.
- Well organised and self-motivated.
- A willingness to learn and develop new skills.
- Ability to work effectively under pressure and to tight deadlines.
- Sound understanding of the full marketing mix.
- Computer proficient with Microsoft Office and experience of Adobe applications and InDesign is essential.
- Planning and organisation skills.
- Two years' experience.

Benefits

- Free on-site parking.
- Government Pension Scheme.
- 22 Days Holiday (Plus Bank Holidays).
- 2 Well-Being Days per year (In addition to holidays).
- Gift and Gain Day.

To Apply

Send your CV to cvs@jangrohq.net